

Saya yang bertanda tangan dibawah ini:

Nama Lengkap : Risma Waty Sudirman Putri

NIM : 44217110193

Program Studi : Public Relations

Judul Laporan Skripsi : Analisis Personal Branding *Beauty Vlogger @Nadyanaufel* Melalui Pemanfaatan Media Sosial

Abstrak

Eksistensi sosial media saat ini semakin banyak digunakan berbagai kalangan masyarakat untuk menarik para pengguna lainnya, khususnya bagi remaja dan dewasa awal. Instagram, Tiktok dan Youtube merupakan salah satu contoh media sosial yang sedang banyak digandrungi oleh pengguna internet untuk mendapatkan informasi dan hiburan. Konten Kreator pun berbondong-bondong menunjukkan konten yang tak hanya menghibur namun juga mengedukasi pengikutnya lewat makeup. Skripsi ini bertujuan untuk membahas bagaimana strategi yang dibangun oleh Nadya Naufel dalam media sosial Instagram, Tiktok dan Youtube dengan menggunakan teori Peter Montoya mengenai 8 konsep Personal Branding (the Eight Laws of Personal Branding) yang meliputi: Spesialisasi (*law of specialization*), Kepemimpinan (*law of leadership*), Kepribadian (*law of personality*), Perbedaan (*law of distinctiveness*), Kenampakan (*law of visibility*), Kesatuan (*law of unity*), Keteguhan (*law of persistence*) dan Nama Baik (*law of goodwill*) dan Karakteristik 4C Media Sosial menurut Chris Heuer dalam buku Engage (Solis, 2010:263) Context: “How we frame our stories.” Communication: “The practice of sharing our sharing story as well as listening, responding, and growing.” Collaboration: “Working together to make things better and more efficient and effective.” Connection: “The relationships we forge and maintain.”. Dengan menggunakan metode penelitian kualitatif dan wawancara mendalam dengan 4 subjek penelitian, hasil analisis dalam penelitian ini menunjukkan bahwa Nadya Naufel menggunakan media sosial Instagram, TikTok dan Youtube sebagai alat personal branding dalam membentuk citra diri menggunakan 8 konsep personal branding Peter Montoya secara Optimal. Personal Branding yang dibangun oleh Nadya Naufel ini dikenal sebagai sosok yang ramah, *humble* (rendah hati), simple, mudah bergaul, ceria dan *positif vibes*.

Kata kunci: Nadya Naufel, Instagram, TikTok, Youtube, Personal Branding, Self Image

Saya yang bertanda tangan dibawah ini:

Nama Lengkap : Risma Waty Sudirman Putri

NIM : 44217110193

Program Studi : Public Relations

Judul Laporan Skripsi : Analisis Personal Branding *Beauty Vlogger @Nadyanaufel* Melalui Pemanfaatan Media Sosial

Abstract

In order to draw in new users, social media is currently being used by a variety of organizations, particularly young adults and teenagers. Internet consumers love social media sites like Instagram, Tiktok, and Youtube as sources of information and pleasure. Content producers swarm to produce videos that educate their viewers while also amusing them. Using Peter Montoya's theory of the eight concepts of personal branding (the Eight Laws of personal branding), which include specialization (law of specialization), leadership (law of leadership), personality (law of personality), difference (law of distinctiveness), appearance (law of visibility), and unity, this thesis aims to discuss how Nadya Naufel's strategy was developed in social media for Instagram, Tiktok, and Youtube (law of unity), Good Name (law of goodwill), Firmness (law of persistence), and the four C's According to Chris Heuer in the book Engage, social media (Solis, 2010:263) "How we frame our stories" is the context. Communication: "The art of hearing, responding, and evolving while also sharing our shared story." Collaboration: "Working together to improve, increase efficiency, and maximize effectiveness." Connection: "The bonds we establish and uphold." The results of the analysis in this study show that Nadya Naufel uses social media like Instagram, TikTok, and Youtube as personal branding tools to create the best possible self-image using Peter Montoya's 8 personal branding concepts. The analysis was conducted using qualitative research methods and in-depth interviews with 4 research subjects. Nadya Naufel's personal brand positions her as a person who is approachable, humble, straightforward, amicable, upbeat, and radiates positivity.

Key words: Nadya Naufel, personal branding, self-image, Youtube, TikTok